

Fort Fisher State Recreation Area Summary

Fort Fisher State Recreation Area is located in the South District in New Hanover County.

Fort Fisher State Park Visitors

In 2004, there were 740,377 visitors to Fort Fisher State Park. Of those, 31 percent (226,740) were from New Hanover County (locals); 45 percent (333,170) were primary purpose, non-local visitors (visitors residing outside of New Hanover County that are in the area for the primary purpose of visiting the park); and 24 percent (180,467) were casual use, non-local visitors (visitors residing outside of New Hanover County that are in the area for reasons other than visiting the park) (Figure 9).

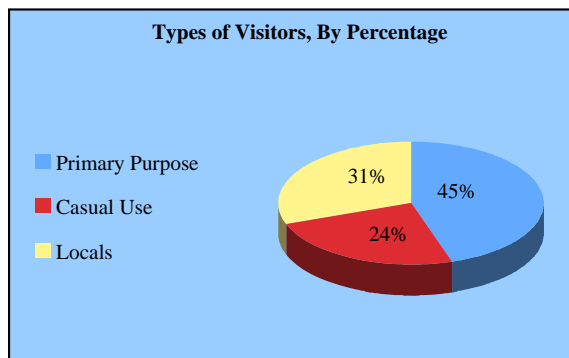


Figure 9. Fort Fisher - Types of Visitors

Visitors typically enjoy picnicking, ORV use, and fishing at the park (Figure 10).

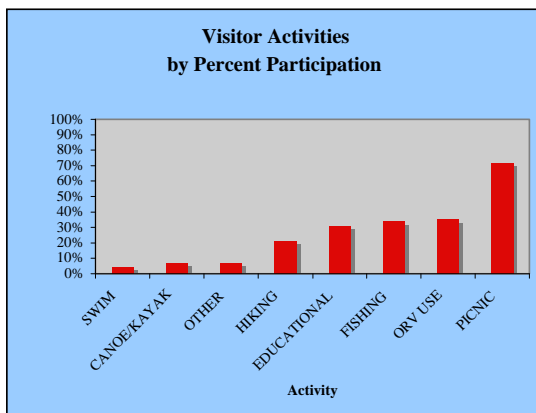


Figure 10. Fort Fisher - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of New Hanover County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$14,503,877 while visiting Fort Fisher State Recreation Area. A bulk of that amount was spent dining out, auto expenses, grocery, and lodging expenses (Figure 11).

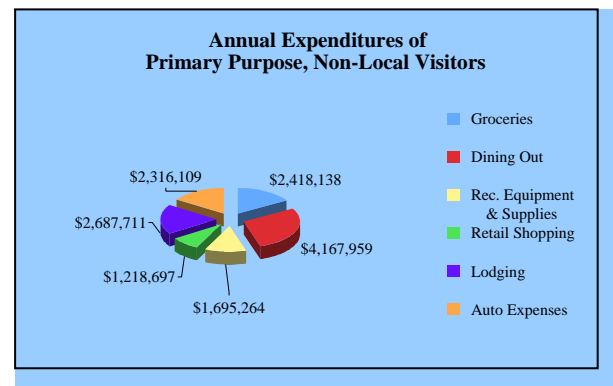


Figure 11. Fort Fisher - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Fort Fisher are especially important to the local economy. They bring and spend dollars from outside New Hanover County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Fort Fisher State Recreation Area

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$19,497,135. Most of this impact occurred in the form of spending for dining out, lodging, groceries, and auto expenses (Figure 12).

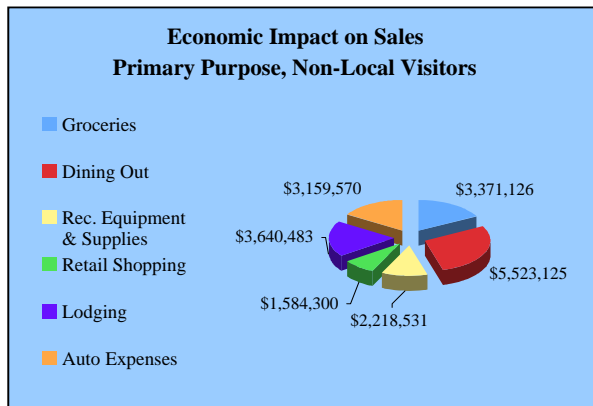


Figure 12. Fort Fisher - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$7,547,827 (Figure 13). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

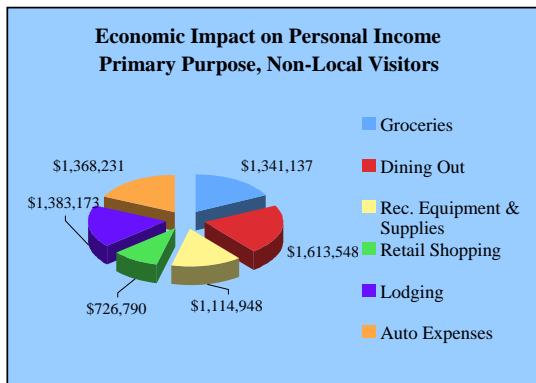


Figure 13. Fort Fisher -Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 382.2 full-time

equivalent jobs in New Hanover County (Figure 14).

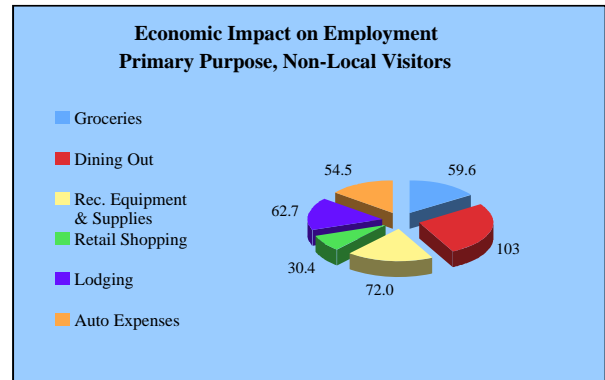


Figure 14. Fort Fisher - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$398,908. Table 6 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 6. Fort Fisher - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$570,410	\$20,067,545
Personal Income	\$388,377	\$7,936,204
Employment	8.6	390.8

How the State's Investment Benefits New Hanover County

The state's operating budget for Fort Fisher State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Fort Fisher for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Fort Fisher State Park, that ratio is 1:25.1. Therefore, local residents receive a benefit of \$25.10 for every dollar the state invests.